BILL'S ACALANES PHARMACY NEWS

Vol. 1, No. 9 3625 Mt. Diablo Blvd. **Bill's Acalanes Pharmacy,** Publisher Lafayette 1 March, 1967

EASTER EGGS AND DELIVERIES EASTER MORN

Bill (Eames) Bunny, Your Favorite Basket and Egg Man, Will Deliver Easter Morn from 6 to 10 A.M.

Bill Bunny, alias Bill Eames, poses for a final rehearsal shot with an unidentified bunny friend as he completes plans for his annual Easter dawn delivery of Egg Baskets (2.50 minimum per house). Bill will deliver continuously from 6:00 a.m. to 10:00 a.m., Easter morning, March 26. Complete assortments of eggs, from one inch up, are available at Bill's, by the pound. Come in and make up your own basket for Easter morn delivery. Happy Easter!

Poison Antidotes See Page 2 Chart

National Poison Prevention Week, March 19-25, focuses our attention on the dangers of inadvertant poisoning and drug overdoses. This awareness should be an all-year one. Hundreds of adults and children die needlessly annually throughout the country.

To meet the crying need for more precise information on what to do in an emergency, **Bill's** has assigned a full page, **Page 2,** of this issue of The NEWS for a counter-dose chart prepared by the **American Druggist,** a leading national publication.

Page 2 will equip you to act quickly, to bridge the critical time gap until professional aid becomes available. Fasten this chart on the back of your medicine chest door. Add another in the kitchen. And why not one in your office or place of business? It may help you save a life—your own, a member of your family, a neighbor, an employe.

Additional copies are available free of charge. If you wish, a phone call to us, **284-7121,** and we'll deliver them with your next order. Act now!

Tulips To You Soon!

It will be tulips for you very soon. We refer to Helena Rubinstein's Annual "Tulip" promotion featuring that "Tulip Look" for Spring and Easter.

It had not arrived as we prepared for press, but please ask Cosmetics a few days after you read this. The "Tulips" should be here then.

Attention, Scouts

Scouts, Brownies, Campfire Girls and other affiliated youngsters might be interested in Bill's 5¢ Cash Offer for each old prescription container brought to the pharmacy between March 7-21.

Here is an opportunity to render a vital community service as part of National Poison Prevention Week as well as to receive a roll or two of shiny nickels. A Free box **Quik-Bands** also goes with each 10 or more containers turned in. All must bear the original prescription labels.

Bill's Features In National Poison Prevention Week

Bill's features the observance of national Poison Prevention Week (March 19-25) with its fourth annual offer of **5¢ cash** for every old **prescription container** brought to the pharmacy from **March 7 to March 21.** In past years many hundreds of containers—**bottles, jars, tubes**—have been taken out of circulation and destroyed.

This tangible, constructive program has been hailed by the Lafayette community as a potent factor in reducing the possibility of fatalities, especially among children, that are directly traceable to medicine chest leftovers.

Containers should be brought to the pharmacy for cash redemption. All must have the **original prescription labels still affixed.** Otherwise the entire effort will be "sabotaged".

In addition to the 5¢ in cash, Bill's will give FREE a box of **Quik-Bands** for 10 or more containers. Let's get the old bottles, jars and tubes out of the medicine chest and out of harm's way.

Other stories and advertising on Bill's poison prevention campaign appear elsewhere in this issue. Please read them carefully.

Bill, your Easter "basket and egg man", will personally handle Easter morning (6 a.m. to 10 a.m.) deliveries—quick as a bunny!

Easter Parade At Bill's Marks New Season Arrivals

Spring and Easter this year come within a 5-day span—Spring, March 21; Easter, March 26. They combine feelings of spiritual and physical exaltation. A lilt comes into life. A mood searches for expression—and it's a happy one.

Thoreau from the serenity of Walden Pond expressed it beautifully when he wrote: "It is a natural resurrection, an experience in immortality."

The traditional Easter bunny will delight the youngsters. And for the ladies, Bill's Cosmetics is preparing a glowing array of offerings, including the area's finest stocks of perfumes and fragrances. They will bring a fresh, tremulous feeling of beauty to match that "breath of Spring" in the air. The Jewelry Department is featuring a new line of Pendant Necklaces, gold-filled and Sterling silver, with a wide variety of stones and settings (3.00 to 6.00).

For the men, a lighter after-shave or cologne, for example, will be a reminder to set these days apart from others.

Hooper Easter candy and **Hallmark** cards will outwardly help to express your inward feelings. Hallmark Plans-A-Party items will delight the hostess.

Make Bill's your favorite Easter shopping focus.

Bill's Promise for Your Emergency Prescriptions

Rx

Our Prescription Dept. is sensitive to your needs in an emergency. Should it ever arise in your household, even at four in the bleak morning, a phone call from your physician, and a pharmacist will be immediately alerted to the pharmacy to fill the vital prescription. This is a personal pledge from Bill. (The regular phone number, 284-7121, serves emergency calls.)

BEGINS MARCH 31 — Rexall — BEGINS MARCH 31

ONE CENT SALE

DRUG OVERDOSES ANTIDOTES FOR POISONING

PREPARED BY AMERICAN DRUGGIST MAGAZINE FOR

BILL'S ACALANES PHARMACY

POISONS

Acids · 18
Antifreeze · 9
Bichloride of Mercury · 6
Camphor · 1
Carbon Monoxide · 16
Chlorine Bleach · 8
Cleaning Fluids · 17
Disinfectant
with chlorine · **8**
with carbolic acid · **12**
Food Poisoning · 11
Gasoline, Kerosene · 17
Insect & Rat Poisons
with arsenic · **2**
with sodium fluoride · **14**
with phosphorus · **5**
with DDT · **11**
with strychnine · **15**
Iodine Tincture · 4
Lye · 10
Mushrooms · 11
Oil of Wintergreen · 9
Paint (Lead) · 11
Powder From Broken Fluorescent Tubes · 1
Rubbing Alcohol · 9
Turpentine · 17
Washing Soda · 10

OVERDOSES

Alcohol · 9
Barbiturates · 3
Belladonna · 15
Bromides · 11
Codeine · 13
Headache & Cold Compounds · 9
Salicylates (aspirin) · **9**
Iron Compounds · 7
Morphine, Opium · 13
Paregoric · 13
'Pep' Medicines · 2
Sleeping Medicines · 3

DO THIS FIRST

- Send for a doctor — immediately.
- Keep the patient warm.
- Determine if patient has taken
  (1) ***A POISON:*** *something not meant to be taken internally . . . or*
  (2) ***AN OVERDOSE:*** *a food or drug taken in excessive quantity.*
- While waiting for physician, give appropriate counterdose below.
- But do not force any liquids on the patient — if he is unconscious.

To Find the Correct Counterdose

- In one of the lists printed at left, find substance causing the trouble.
- Next to that substance is a number. This refers to counterdose bearing same number in the section below.

Keep all poisons and medicines out of reach of children

1 Induce vomiting with an emetic such as
- Tablespoon of mustard in half glass of water, or
- Soap & warm water, or
- Salt & warm water, or
- Finger in throat

2
- Give a mixture of 2 tablespoons of powdered burnt toast, 1 tablespoon of milk of magnesia, 4 tablespoons strong tea
- Induce vomiting. (See #1)

3
- Give mixture as in #2.
- Induce vomiting. (See #1)
- Give 2 tablespoons epsom salt in 2 glasses of water
- Then give large quantities of hot coffee or strong tea.

4
- Give 2 ozs thick starch paste — made by mixing cornstarch & water.
- Then give 2 ozs salt in quart of warm water. Drink until vomit fluid is clear.
- Finally, give glass of milk

5
- 4 oz hydrogen peroxide.
- 1 tablespoon sodium bicarb in quart of warm water.
- Then give 4 oz mineral oil. Positively do NOT take vegetable or animal oil.
- Induce vomiting. (See #1)

6
- For each tablet swallowed give white of 2 raw eggs in glass of milk.
- Give mixture as in #2.
- 1 ounce of epsom salts in a pint of water.

7
- Induce vomiting (See #1)
- Give 2 teaspoons of sodium bicarb in a glass of warm water

8
- Give 1 teaspoon of aromatic spirit of ammonia in glass of water
- Hot coffee or strong tea plus white of raw egg.

9
- Give mixture as in #2.
- Induce vomiting. (See #1)
- Tablespoon sodium bicarb in quart of warm water
- Give strong tea of coffee

10
- Give 2 tablespoons vinegar in 2 glasses of water
- Give white of 2 raw eggs or 2 ounces of olive oil
- Do NOT induce vomiting!

11
- Induce vomiting (See #1)
- Give 2 tablespoons epsom salt in 2 glasses of water
- Then give large quantities of hot coffee or strong tea

12
- Give 2 tablespoons whiskey in 8 spoons warm water.
- Next give glass of milk or whites of 2 raw eggs.
- Hot tea or strong coffee

13
- Give mixture as in #2
- 2 tablespoons epsom salt in 2 glasses of water.
- Keep patient awake

14
- Give 2 tablespoons of milk of magnesia.
- Give glass of milk.
- Induce vomiting. (See #1)

15
- Give mixture as in #2.
- Induce vomiting. (See #1)
- Give artificial respiration if necessary

16
- Rush victim into fresh air
- Make patient lie down
- Hot coffee or strong tea

17
- Induce vomiting. (See #1)
- Give 4 oz mineral oil.
- Hot coffee or strong tea.

18
- Give 1 oz milk of magnesia in large quantity of water.
- Do NOT induce vomiting!

Most of the counterdoses or antidotes are available in our stocks. Make a list now for your medicine chest. These will include Epsom Salts, Milk of Magnesia, Aromatic Spirits of Ammonia, Mineral Oil, Hydrogen Peroxide, etc. Others such as eggs, milk, mustard, coffee, tea, corn starch, vinegar, etc., are sold at all groceries. Be prepared now and you won't be sorry later. (Scissor along dotted line at right.)

FILL IN THESE PHONE NUMBERS WITHOUT DELAY:

PHYSICIAN: **PHARMACY: 284-7121** **HOSPITAL:**

POLICE: **FIRE DEPARTMENT EMERGENCY:**

5c FOR EMPTY PRESCRIPTION CONTAINERS

A Special Offer: Save To 3.00 On Super Plenamins

Here's how you can save up to 3.00 on Rexall Super Plenamins.

Coupons are available at drug counter.

Purchase **any** size Super Plenamins—one bottle per coupon and one coupon per family. We will redeem this coupon according to the following schedule **(at time of purchase only):**

1. Save 25¢ on Super Plenamins Jr. (36 tablet bottle).

2. Save 50¢ on Super Plenamins 36's; or Super Plenamins Jr. 72's; or Super Plenamins Jr. Liquid (8 Ozs.).

3. Save 75¢ on Super Plenamins 72's.

4. Save 1.00 on Super Plenamins 144's; or Super Plenamins Jr. 144's or Super Plenamins Jr. Liquid (16 Ozs.).

5. Save 2.00 on Super Plenamins 288's.

6. Save 3.00 on Super Plenamins 365's.

Don't forget, Super Plenamins is America's largest selling family vitamin-mineral product!

Cash for your empty prescription bottles. Bring them here.

One phone number you shouldn't forget—284-7121—that's Bill's. Delivery usually within an hour.

One Roll of Film Daily; In Return, Free Camera Use

Have you ever owned a camera? Are you tired of your present camera? Wouldn't it be interesting to experiment with various still and film cameras and find out what they can do and what fun they can be?

Bill's, ever helpful, has worked out a simple plan to let you get the most out of your picture-taking experiences and experiments.

We will loan you a **Kodak Instamatic, a Polaroid or the Super-8 Movie camera without charge.** All you have to do is to buy one roll of film for every day you keep the camera of your choice. This can go on indefinitely.

What fairer way to let you get the feel of various cameras and find out what each can do? Yet all you pay for is the film!

Come in and arrange for a camera this weekend!

Cash for your empty prescription bottles. Bring them here.

Cash for your empty prescription bottles. Bring them here.

Cash for your empty prescription bottles. Bring them here.

Four New Polaroids In Time For Easter Photos

Esther Kwapich, Camera Department head, is all smiles as she gets ready to focus one of the four new Polaroid film-pack cameras that have recently arrived. It's the 210, selling for under 50.00, the lowest Polaroid ever. Come in and see these amazing cameras—color in 60 seconds, black-and-white in 10!

Hallmark Lovables Are Whimsical Easter Gifts

You'll love them! We're talking about **Hallmark Lovables,** whimsical little gifts for Easter, with such names as Daisy, Sam, Roger, Nibbles, Henrietta and Plato. Just 49¢. Come in and meet them. You'll buy them by the handful.

Hallmark also has all the accessories you'll need for parties and greetings for Spring and Easter.

Medicine Chest's Spring Cleaning

This is Spring cleaning time and your Medicine Chest is your first target. Often as not it is cluttered with old bottles, jars and tubes, many of which have been around too long for safety. Get them out.

After Spring cleaning should come Spring restocking. Here is Bill's list of what every well-bred medicine cabinet should contain:

Thermometer, vitamins, toothbrushes, toothpaste, mouthwash, aspirin, nose spray, cough syrup, throat lozenges.

Also first aid cream, Merthiolate, sterile gauze, tape, Band Aids, cotton, rubbing alcohol, pain and burn ointments, eye drops—and you can add any we have missed.

You'll enjoy shopping for **Medicine Chest 1967**—it's the first line of health defense in every home. Or, if you prefer, phone Bill's (284-7121) and say: "Please stock my Medicine Cabinet and bill to my account." We'll do it, too!

Bill, your Easter "basket and egg man", will personally handle Easter morning (6 a.m. to 10 a.m.) deliveries—quick as a bunny!

One phone number you shouldn't forget—284-7121—that's Bill's. Delivery usually within an hour.

At 18 (Months) Geza Horvat Has the Touch

While his father, **Frank Horvat** of Lafayette, gazes at him with outright pride, Geza, 18 months, poses calmly for the camera as if it were a daily routine. Judging by the attention he received from the ladies present, Geza is a lad who will bear watching when he reaches his teens. The girls will be after him like Daisy Mae followed Lil' Abner.

Mrs. Koyne Ahlstrand In Focus At Camera Counter

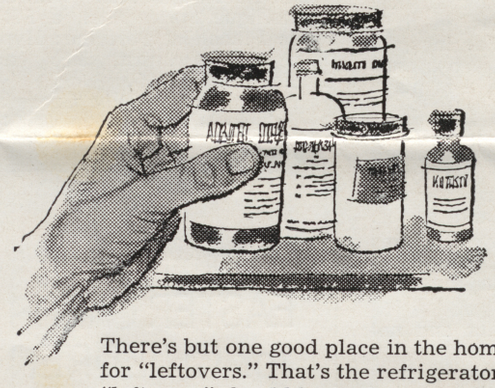
Mrs. Koyne Ahlstrand of Lafayette finds shopping at Bill's a pleasureable convenience. Here she is completing some purchases at our Camera Counter, one of the pharmacy's busiest stations and a natural subject for a picture. It must be fun to be a camera.

SPRAY MIST BUY

Yardley makes March a value month with its new Natural Spray Mist reduction of 55¢ on its 2.50 size. The special price is just 1.95!

Make The NEWS your regular pharmacy shopping guide.

MEDICINE CHEST "LEFTOVERS"



There's but one good place in the home for "leftovers." That's the refrigerator—and the "leftovers" should be foods, not medicines.

Medicine chest "leftovers" are risky at best, and often downright dangerous. The medicine your physician prescribed a year or so ago was intended to be used then, not now. Avoid serious danger—dump old medicine at once.

This precaution ties in with National Poison Prevention Week, March 19-25, and our offer (see Page 1) of 5c each for all old prescription bottles, jars and tubes with the original prescription labels still affixed.

BILL'S ACALANES PHARMACY

3625 Mt. Diablo Blvd. 284-7121 Lafayette

A Magnificent Assortment of Hooper Easter Eggs, Singles and Lavish Baskets, Ready for March 26

Bill's has never before been so pleased with its Hooper Easter Egg and Basket offerings as this season. Bunnies and birds and chicks and flowers vie in stunningly elaborate decorative motifs. And at the heart of it all—the delicious Hooper candy. As in past years, home deliveries will be made by the Eames Bunny, the biggest of them all, Easter morning from 6 to 10. (Above are some of Hooper's eggs and baskets for Easter 1967. We have them all!)

Piercing Look At The Pierced Earring Look

What does a man look at first when watching the girls on their Easter Parade? The Earrings, of course, especially the pierced ones that don't have to be held in place with every passing breeze.

To keep you females in male focus, Bill's Jewelry Department now has a marvelous display of earrings for that "pierced look", in all designs, colors and prices.

We have hoops, drops, chains and bars; flowers, owls, butterflies, and some that glow in the dark for evening promenade.

This time it's the ears and not the ayes that have it.

Yardley Slickeringo

Yardley's London Look for March speaks volumes with the introduction of its zany **Slickeringo,** a jazzy Lipstick (or slicker) on a Metal Key Chain. The lingo may be confusing, but the price, 1.50, is something that requires no translation.

For this one, we'll just open the doors wide and stand aside for the teenager stampede.

Bill's Acalanes Pharmacy News
Vol. 1, No. 9 March, 1967
Prepared by Charles Joshua Levin

YOU CAN STILL GET:

Jolie Madam Spray Mist (boutique edition), special at 2.50 bottle.

Max Factor gift offer—with each Crystallique Spray Mist, a FREE Purse Flacon of Perfume: Hypnotique and Primitif, 3.00 each; Golden Woods, 3.25.

Elizabeth Arden Blue Grass and Geranium Hand Lotion (either), 12-ozs. for 2.50.

Hallmark

EASTER CARDS for CHILDREN

BILL'S ACALANES PHARMACY
Phone 284-7121

Hallmark

EASTER WONDERLAND

Easter is Sunday, March 26—another day to show you care . . . and care enough to send the very best. In our complete Hallmark department, you'll find Easter cards as fresh and pretty as an Easter bonnet. Cards for children, family and friends in a wide selection of religious, whimsical and sentimental designs. If your fancy is turning to spring and Easter parties, Hallmark party sets add a happy mood. Be a smart bunny—shop early for Hallmark cards, party accessories, home decorations, gifts and gift wraps in our store.

BILL'S ACALANES PHARMACY
3625 Mt. Diablo Blvd. 284-7121 Lafayette

YOU CAN STILL GET:

DuBarry Hand and Body Lotion, 3.25 value for 1.85.

Revlon's Intimate Hand Lotion, 2.95 size for 1.75.

With each purchase of Elizabeth Arden Firmo-Lift Treatment Lotion (6.00), you get FREE a trial size of Perfection Cream cleansing skin lotion AND Firmo-Lift Salon Oil.

YOU CAN STILL GET:

Helena Rubinstein's Ultra Feminine Estrogenic Hormone Cream, 7.50 size for 4.50. A few left. Young Touch Hand Lotion, 2.75 value, 1.75.

Quelques Fleurs Hand Lotion, 4.50 value for 2.50.

Tussy Wind and Weather Lotion, 4.00 size for 2.00; 2.00 for 1.00; 1.00 for 50¢.

Bill's Acalanes Rexall Pharmacy
3625 Mt Diablo Blvd., Lafayette, Calif.

Bulk Rate
U. S. POSTAGE
PAID
Permit No. 380
Berkeley, Calif.